Statistical Profile
St. John's Metro

June 2013

ST. JOHN'S

CITY OF ST. JOHN'S · PO BOX 908 · ST. JOHN'S NL CANADA · A1C 5M2 · WWW.STJOHNS.CA

NOTES:

Unless otherwise indicated, statistics in this document are based on the St. John's Census Metropolitan area (CMA). The St. John's CMA is a Statistics Canada geographically defined area including St. John's and several neighbouring communities. The St. John's Census Metropolitan Area is commonly referred to as St. John's metro throughout this document. Please refer to the following website for a map of St. John's CMA www.stats.gov.nl.ca/Maps/

All monetary values in this document are expressed in Canadian dollars.

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Disclaimer

Through every effort has been made to ensure the completeness and accuracy of the information contained in this publication, the City of St. John's does not guarantee, warrant or make any representations, express or otherwise, that the information contained herein is complete and correct.

Population			
	2006	2011	Percent (%) Change
St. Johns city	100,646	106,172	5.5
St. John's metro	181,113	196,966	8.8
Newfoundland & Labrador	505,469	514,536	1.8
Source: Adapted from Statistics Canada, www.statcan.ca , June 4, 2013.			

Population Characteristics 2011			
	St. John's city	St. John's metro	Newfoundland & Labrador
Total private households	45,025	78,960	250,275
Population density/square km	238	244.8	1.4
Median Age of the population	39.9	39.4	44
Percent (%) of the population aged 15 and over	86.2	84.1	85.1
Source: Adapted from Statistics Canada, www.statcan.ca , June 4, 2013.			

Economic Indicators St. John's Metro			
	2012	2013f	(%) Change 2012-13f
Real Gross Domestic Product (GDP) (2007$M)	13,120	13,942	6.3
Personal income ($M)	8,980	9,565	6.5
Retail trade ($M)	3,458	3,696	3.0
Housing starts	2,153	1,951	-9.4
Consumer Price Index (CPI) (2002=100)	123.8	125.7	1.5
Employment	109,200	109,700	0.5
Labour force	117,700	117,400	-0.3
Unemployment rate	7.2%	6.5%	-0.7 ppt
Participation rate	72.3%	70.8%	-1.5 ppt

Source: Economic Research and Analysis Division, Dept of Finance, Government of Newfoundland and Labrador, June 2013.

Highest Certificate, Diploma or Degree (Total – Age Groups) St. John's Metro 2011[1]	
Total – Highest certificate, diploma or degree	162,995
No certificate, diploma or degree	27,150
High school diploma or equivalent	39,360
Apprenticeship or trades certificate or diploma	18,065
College, CEGEP or other non-university certificate or diploma	35,975
University certificate or diploma below the bachelor level	6,540
University certificate, diploma or degree at bachelor level or above	35,905

[1] Global non-response rate = 27.5%
Source: Adapted from National Household Survey, www.statcan.ca, July 29, 2013.

Major Field of Study (Total – Age Groups) St. John's Metro 2011[1]	
Total - Major field of study – Classification of Instructional Programs (CIP) 2011	162,995
No post-secondary certificate, diploma or degree	68,510
Education	8,545
Visual and performing arts, and communications technologies	2,255
Humanities	4,145
Social and behavioural sciences and law	6,930
Business, management, marketing and related support services	22,860
Physical and life sciences and technologies	3,585
Mathematics, computer and information sciences	5,205
Architecture, engineering and related technologies	20,600
Agriculture, natural resources and conservation	1,155
Health and related fields	14,630
Personal, protective and transportation services	6,590
Other	0

[1] Global non-response rate = 27.5%

Source: Adapted from National Household Survey, www.statcan.ca, July 29, 2013.

Average Household Expenditures St. John's Metro 2012	
	Average Expenditure per Household ($)
Total expenditure	$91,170
Food	9,242
Shelter	17,811
Household operation	4,549
Household furnishings and equipment	2,833
Clothing	3,673
Transportation	12,969
Health care	2,480
Personal care	1,501
Recreation	5,330
Reading materials and other printed matter	347
Education	1,314
Tobacco products and alcoholic beverages	2,256
Games of chance (net)	342
Miscellaneous expenditures	1,288
Personal income taxes	17,789
Personal insurance payments and pension contributions	5,123
Gifts of money and contributions	2,323
Source: Adapted from Tetrad PCensus software, June 2013	

Number of Businesses by Industry St. John's Metro December 2011		
Industry	Number	Percent (%) of total
Goods Producing	**1,278**	**19.0%**
Agriculture, Forestry, Fishing & Hunting	82	1.2
Mining & Oil and Gas Extraction	43	0.6
Utilities	5	0.1
Construction	970	14.4
Manufacturing	178	2.6
Service Producing	**5,459**	**81.0%**
Wholesale Trade	371	5.5
Retail Trade	800	11.9
Transportation & Warehousing	205	3.0
Information & Cultural Industries	74	1.1
Finance & Insurance	187	2.8
Real Estate & Rental Leasing	286	4.2
Professional, Scientific & Technical Services	708	10.5
Management of Companies & Enterprises	89	1.3
Administrative & Support, Waste Mgmt & Remediation Serv.	293	4.3
Educational Services	82	1.2
Health Care & Social Assistance	745	11.1
Arts, Entertainment & Recreation	119	1.8
Accommodation & Food Services	466	6.9
Other Services (except public admin)	907	13.5
Public Administration	127	1.9
TOTAL	**6,737**	**100.0%**

Source: Adapted from Newfoundland Statistics Agency, www.stats.gov.nl.ca , June, 2013.

Employment by Industry St. John's Metro, 2012	
Industry	**Total Employed**
Goods Producing	**18,700**
Agriculture	x
Forestry, fishing, mining, quarrying, oil and gas	4,300
Utilities	1,900
Construction	9,000
Manufacturing	3,300
Service Producing	**90,400**
Trade	14,800
Transportation & Warehousing	5,000
Finance, Insurance, Real Estate & Leasing	5,600
Professional, Scientific & Technical Services	7,100
Business, Building and Other Support Services	3,400
Educational Services	8,900
Health Care & Social Assistance	17,400
Information, Culture & Recreation	4,700
Accommodation & Food Services	6,800
Other Services	5,500
Public Administration	11,300
TOTAL ALL INDUSTRIES	**109,200**

Source: Adapted from Statistics Canada, CANSIM Table 282-0112.
x = Suppressed to meet confidentiality

Number of Businesses by Employment Size Range St. John's Metro December 2011		
Employment Size Range	**Number**	**Percent (%)**
1 to 4	3,351	49.7
5 to 19	2,373	35.2
20 to 99	815	12.1
100 to 499	168	2.5
500+	30	0.4
Total	**6,737**	**100.0%**

Average Hourly Wages of Employees by Profession Newfoundland & Labrador May 2013	
	Average Hourly Wage ($)
Management occupations	34.77
Business, finance and administrative occupations	22.51
Natural and applied sciences and related occupations	35.81
Health occupations	29.16
Occupations in social science, education, government service and religion	31.61
Occupations in art, culture, recreation and sport	19.71
Sales and service occupations	15.84
Trades, transport and equipment operators and related occupations	24.63
Occupations unique to primary industry	20.10
Occupations unique to processing, manufacturing and utilities	20.02
Note: As of July 1, 2010 the minimum wage in Newfoundland & Labrador was $10.00/hour. Source: Adapted from Statistics Canada (***unadjusted data***), www.statcan.ca, June 11, 2013.	

Leading Employers St. John's Metro	
Company	**Product/ Service**
Eastern Health	Health Services
Government of Newfoundland & Labrador	Government
Government of Canada	Government
Memorial University of Newfoundland	Education
City of St. John's	Government
Bell Aliant	Telecommunications
Sobey's	Food Retail
Loblaws (Dominion)	Food Retail
WalMart Canada	Retail
Sykes Enterprises	Customer Contact Centre
Provincial Aerospace Ltd.	Aerospace
Newfoundland Power	Electric Utility
Source: City of St. John's.	

Residential Real Estate St. John's Metro			
Housing Prices	**2011**	**2012**	**Percent (%) Change**
MLS® Average Price	$268,60	$285,529	6.3%
New Single-detached Average Price	$351,305	$387,439	10.3%
Rental Market			
Vacancy Rate	1.3%	2.8%	1.5 ppt
Average Monthly Rent (two bedroom)	$771	$798	3.5%
Source: Canadian Mortgage and Housing Corporation, March 2013.			

Value of Building Permits City of St. John's		
Type	**2011**	**2012**
Commercial	$99,023,900	$215,000,700
Industrial	$2,800,900	$5,100,100
Government/Institutional*	$35,800,800	$16,300,100
Residential	$243,000,700	$190,900,400
Repairs	$5,200,000	$5,100,000
TOTAL	**$385,826,300**	**$432,401,300**

Note: Values based on permits issued by the City of St. John's.
*Data does not include the full range of permit activity undertaken by the provincial government and its agencies.

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